

Benson & Hedges 100's

I was trying to
be sophisticated
and then
it happened.

that's the breaks.



Regular and Menthol
in soft and hard pack

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

11 mg. "tar," 1.1 mg. nicotine av. per cigarette—hard pack, by FTC Method.
18 mg. "tar," 1.1 mg. nicotine av. per cigarette—soft pack, FTC Report Apr. '78.



00701-01074 A
"Clinch Girl"
Pg. 4/C Bl. (O)
U.S. News-1/24/77
Qui-March-'77
Esquire-March-'77 (BC)
Sphere-March-'77
New Times-Jan. 21, 1977
Nat'l. Jewish-Jan.-'77 (BC)
Southern Living-Feb.-'77
Texas Monthly-Feb.-'77 (3C)
Westways-Jan.-'77 (2C)
Atlantic-Jan.'77
Wells, Rich, Greene, Inc.